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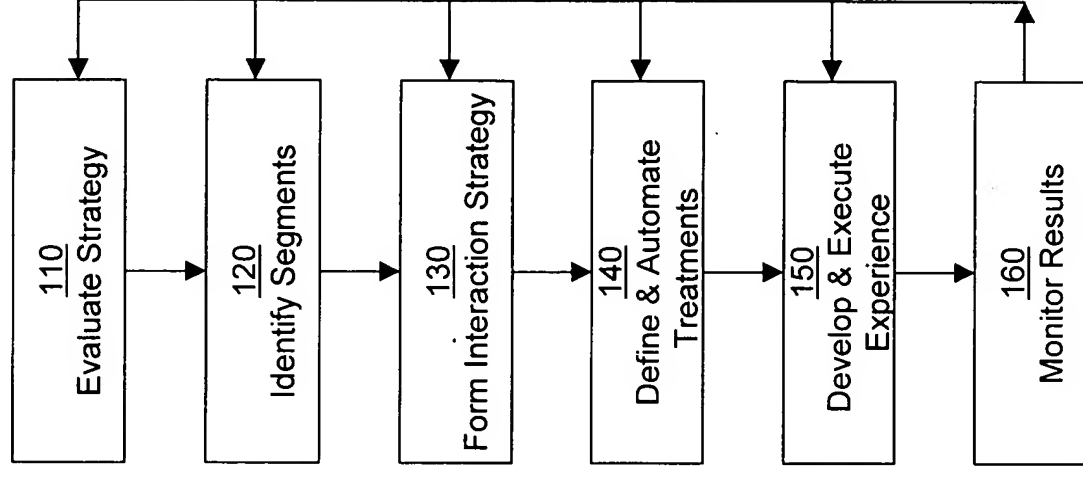


Figure 1 THE METHODOLOGY

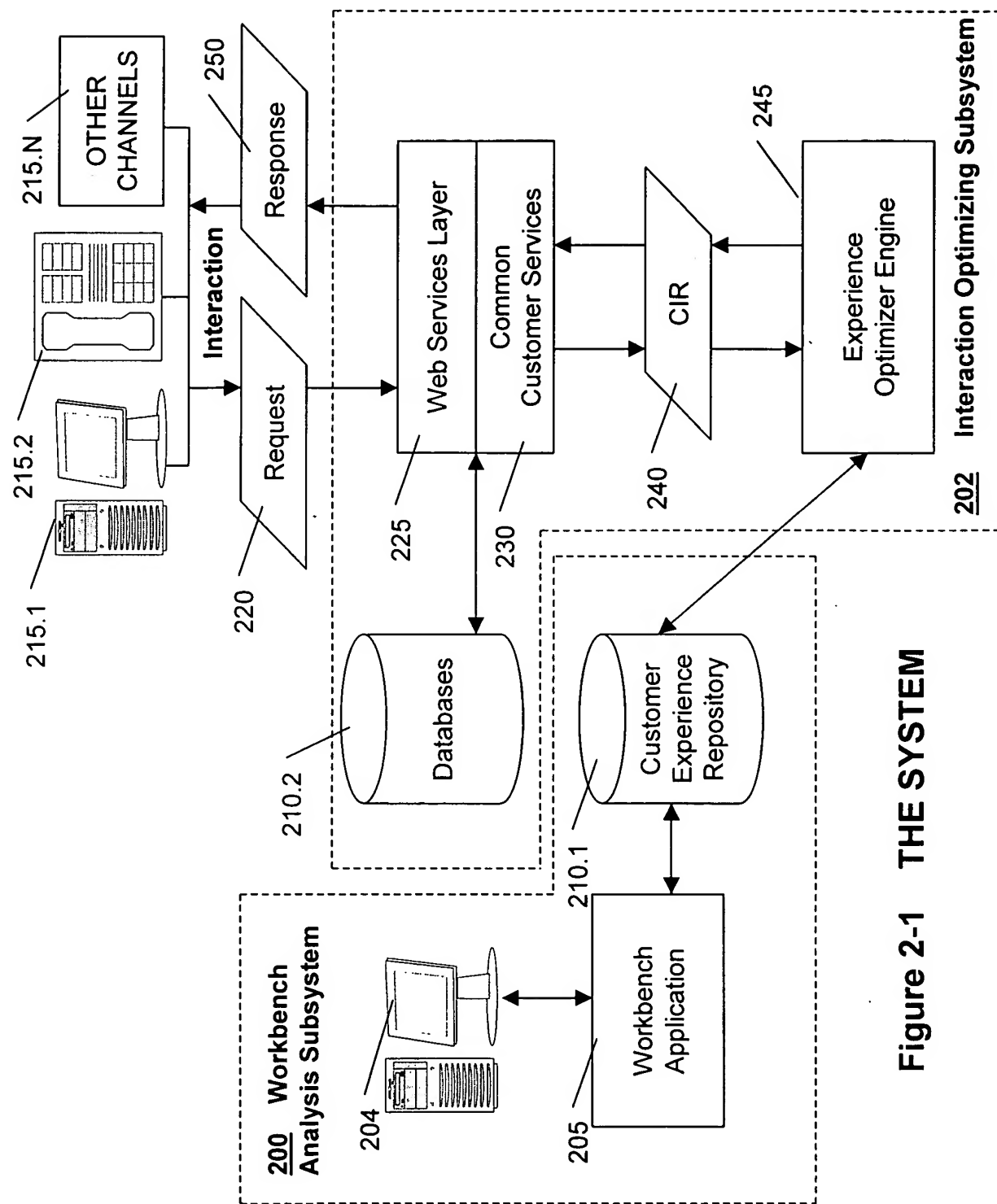


Figure 2-1 THE SYSTEM

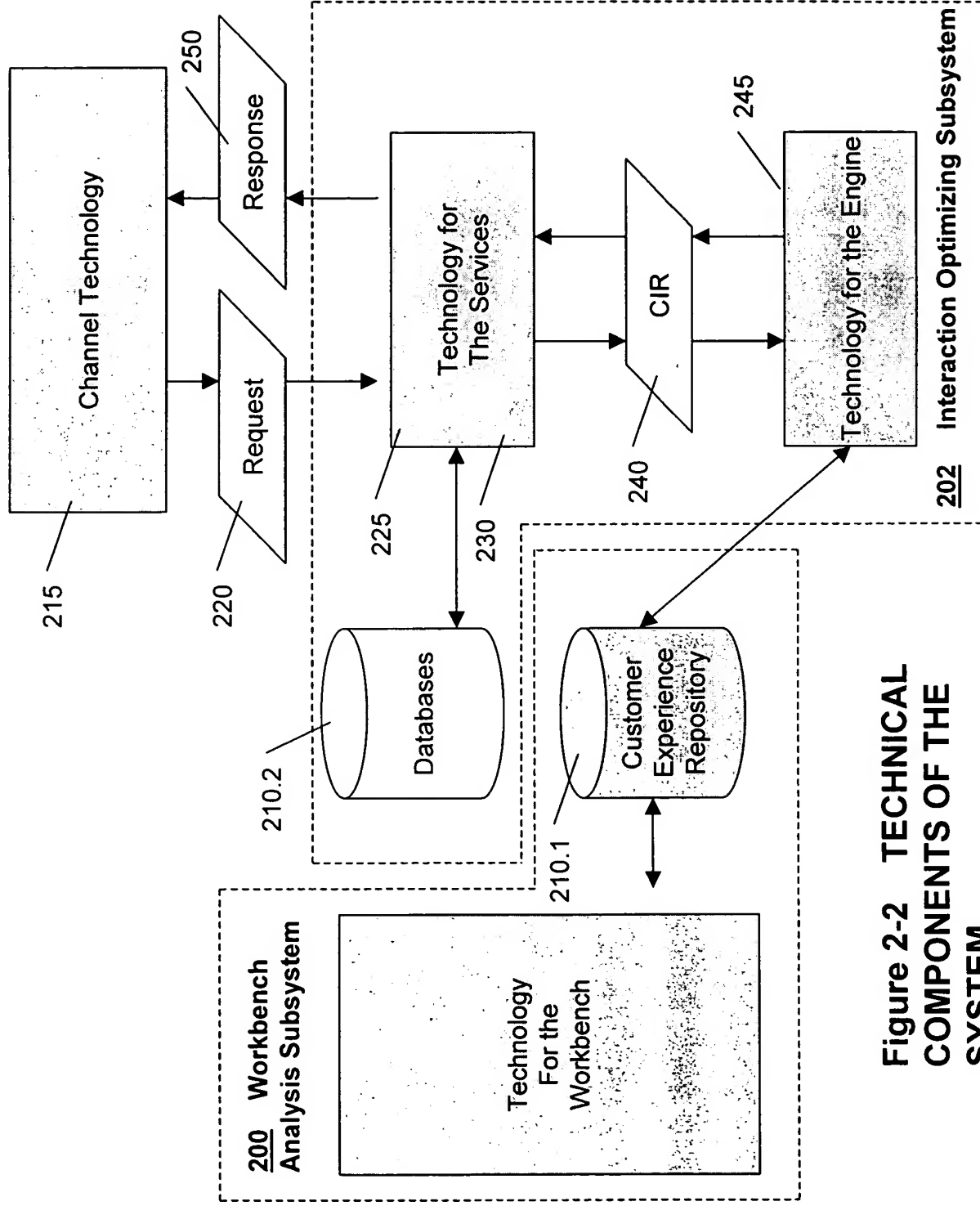
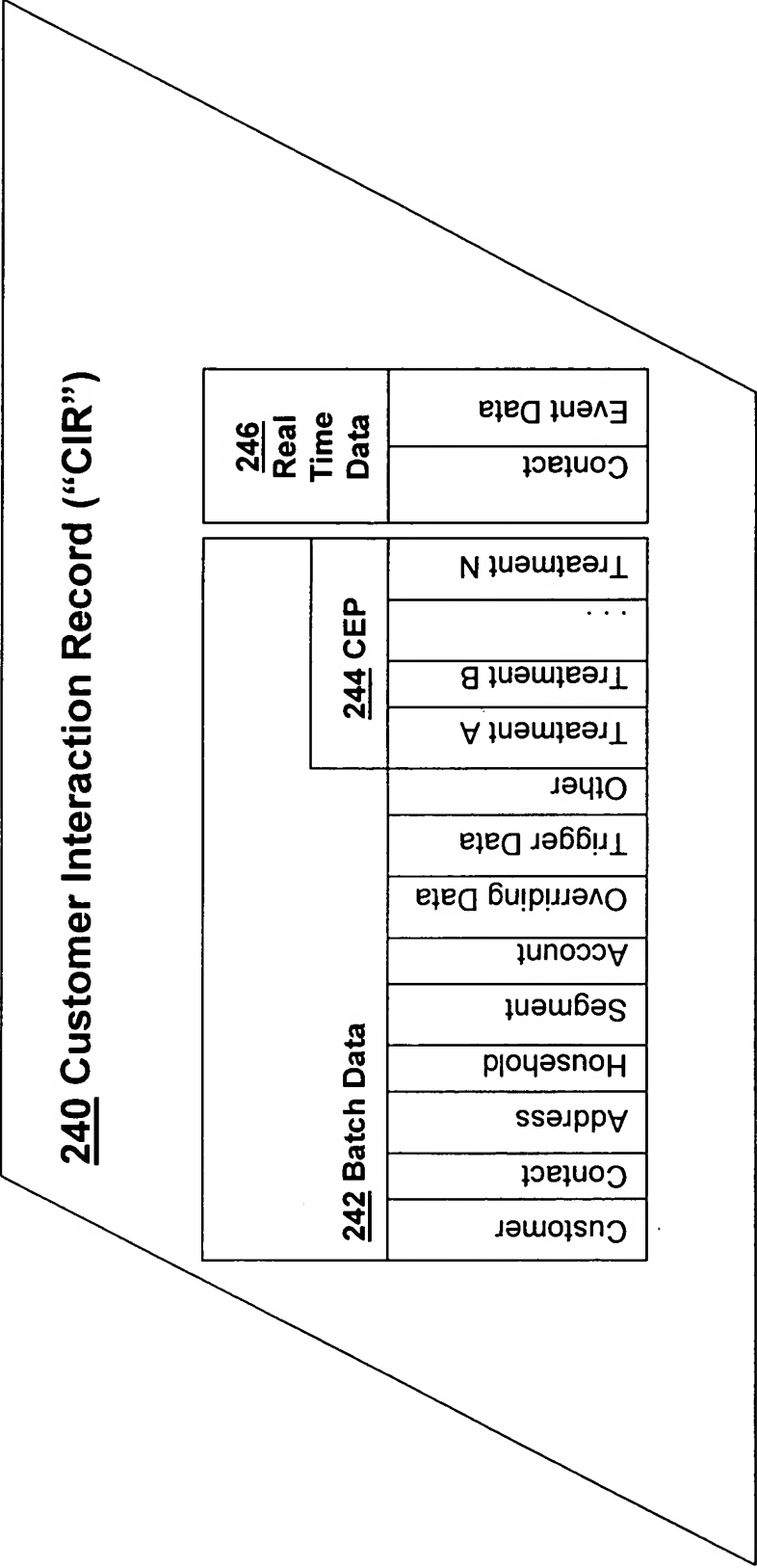


Figure 2-2 TECHNICAL COMPONENTS OF THE SYSTEM



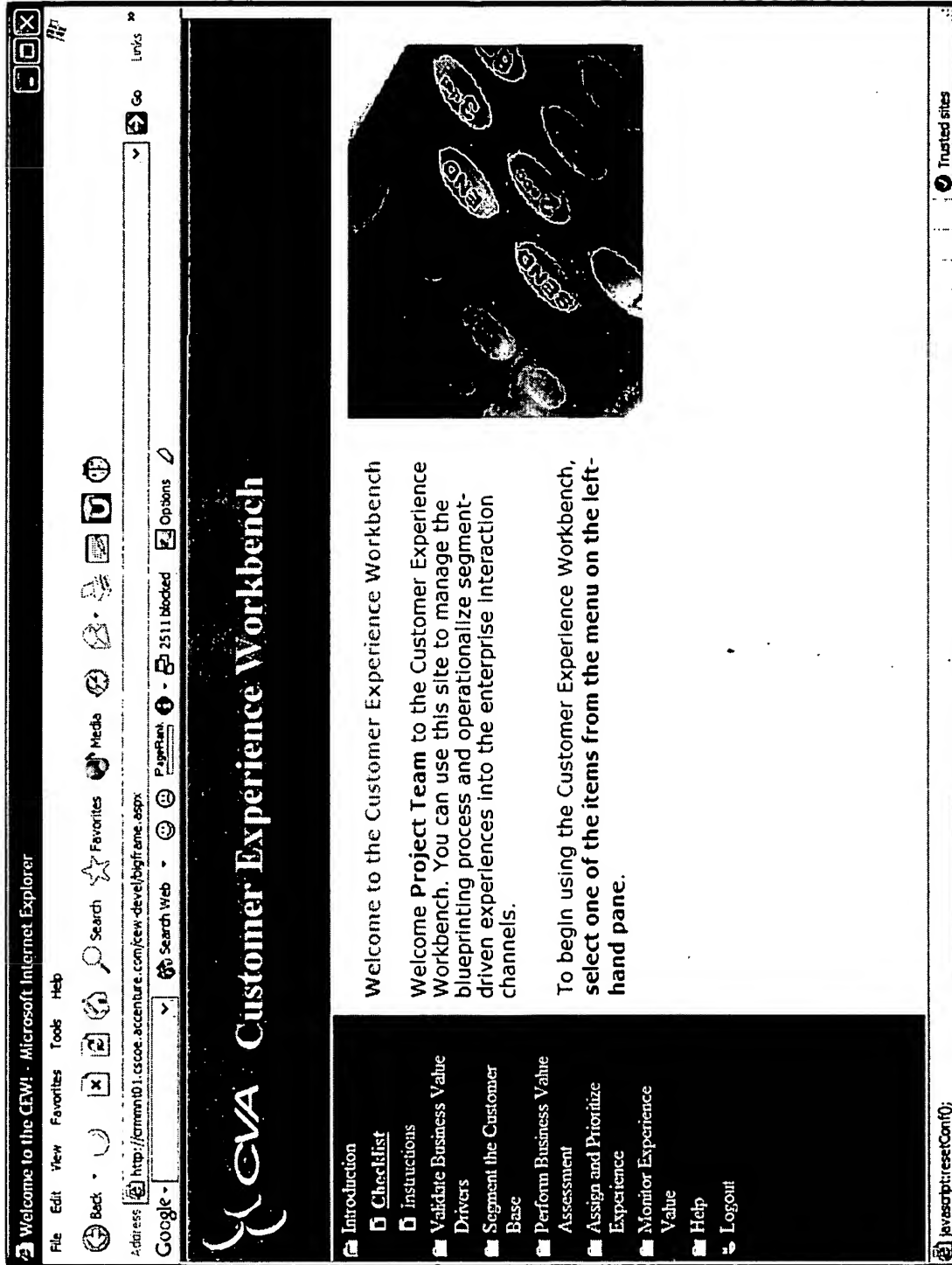


Figure 3-1

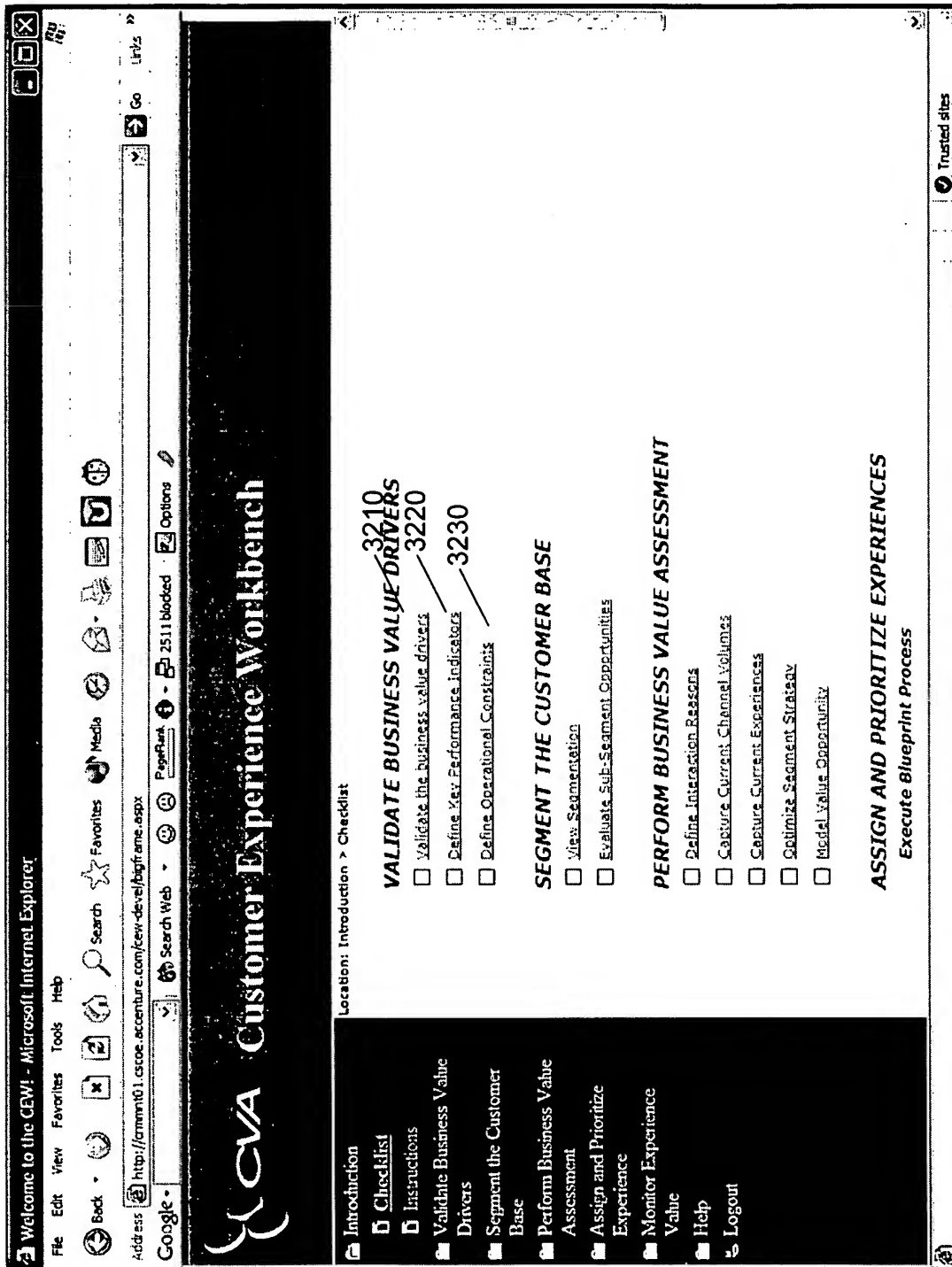


Figure 3-2

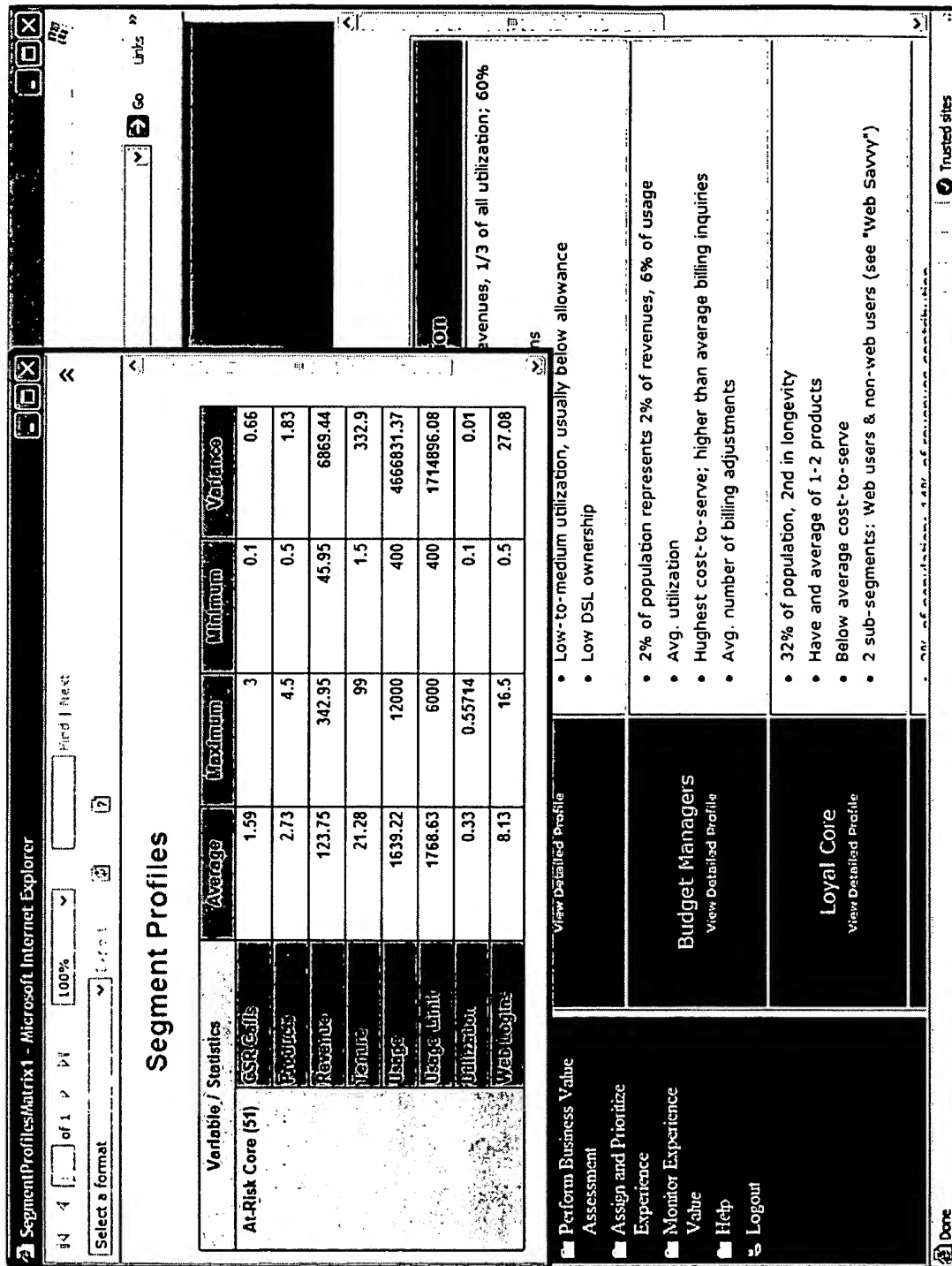


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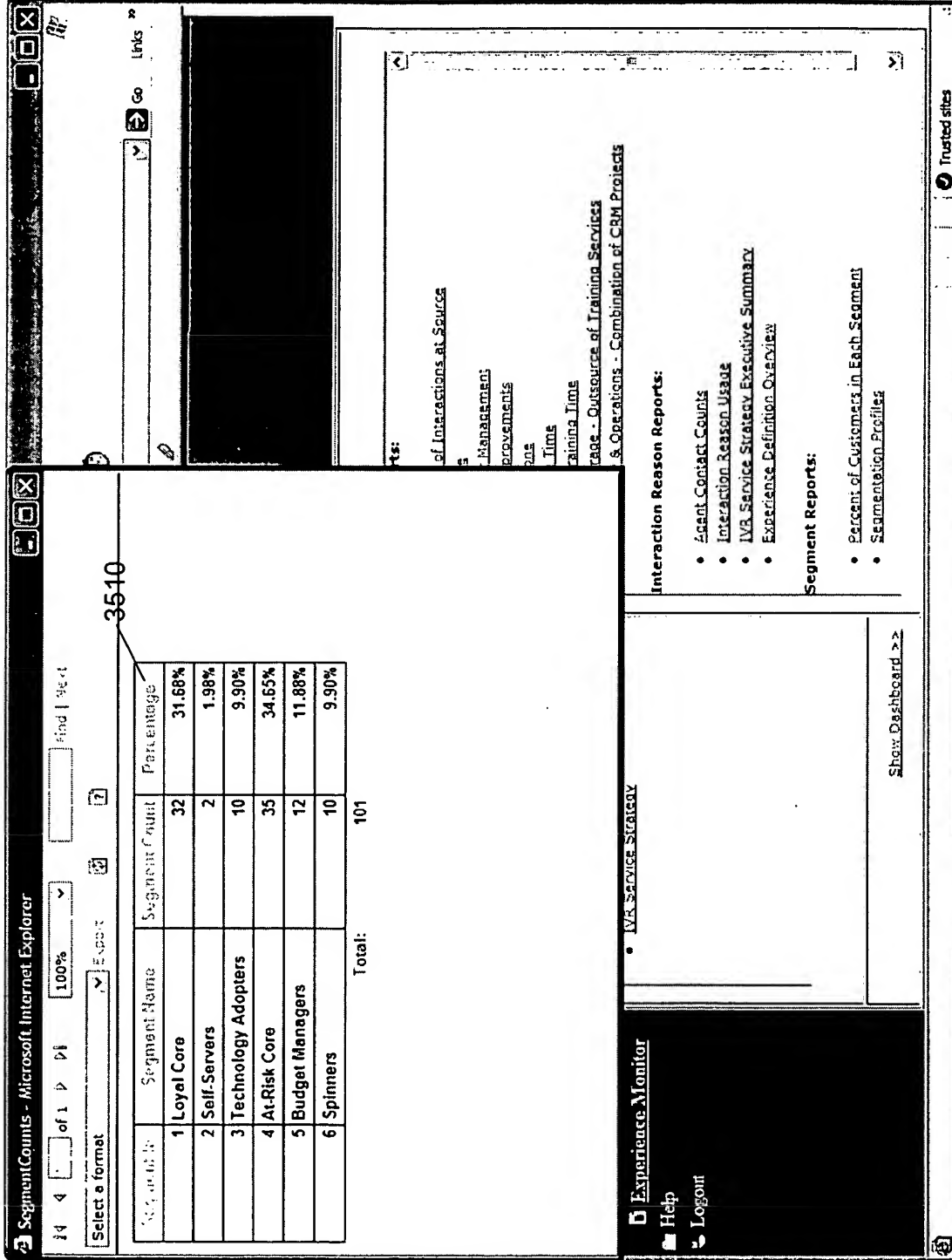


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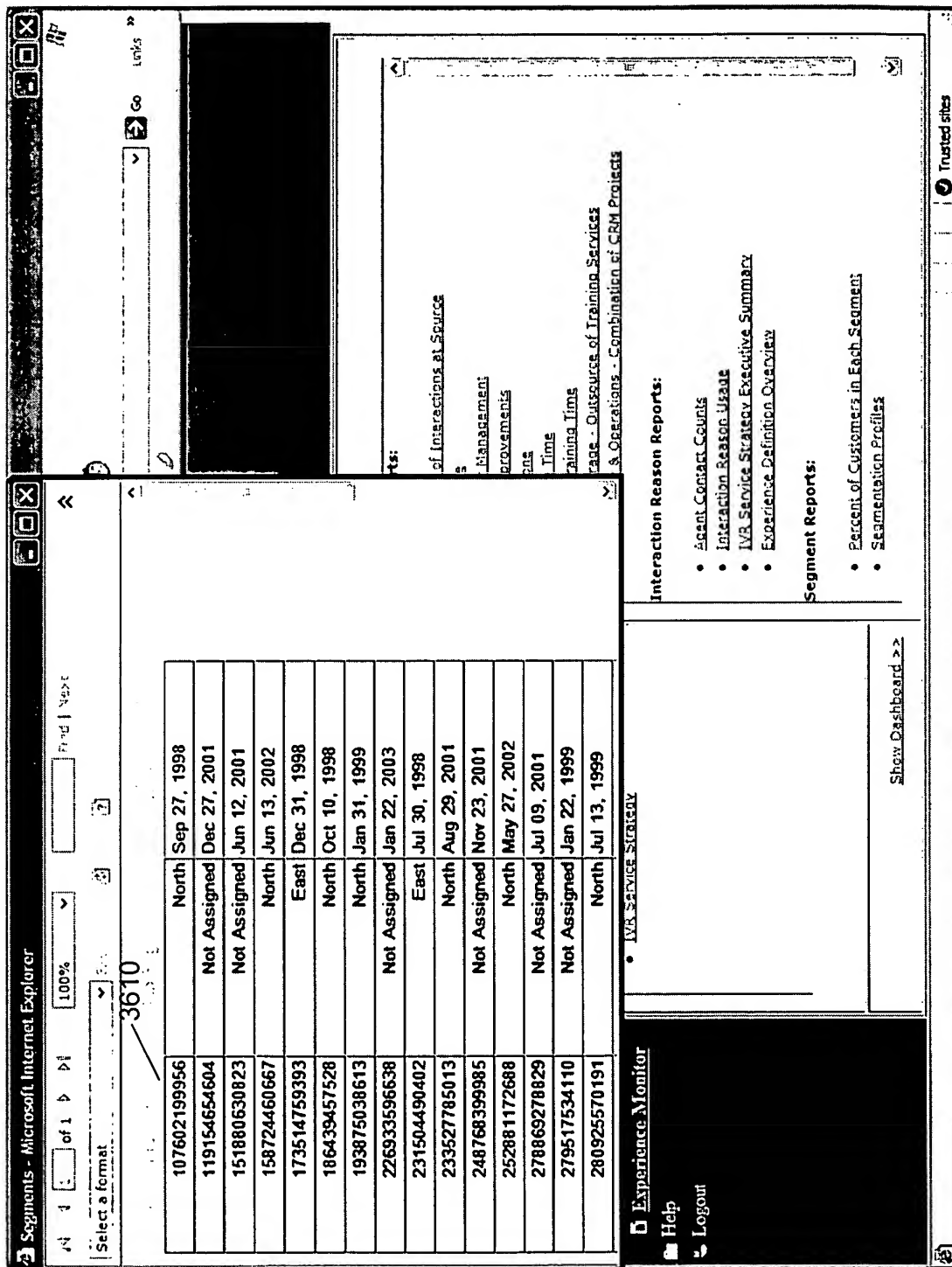


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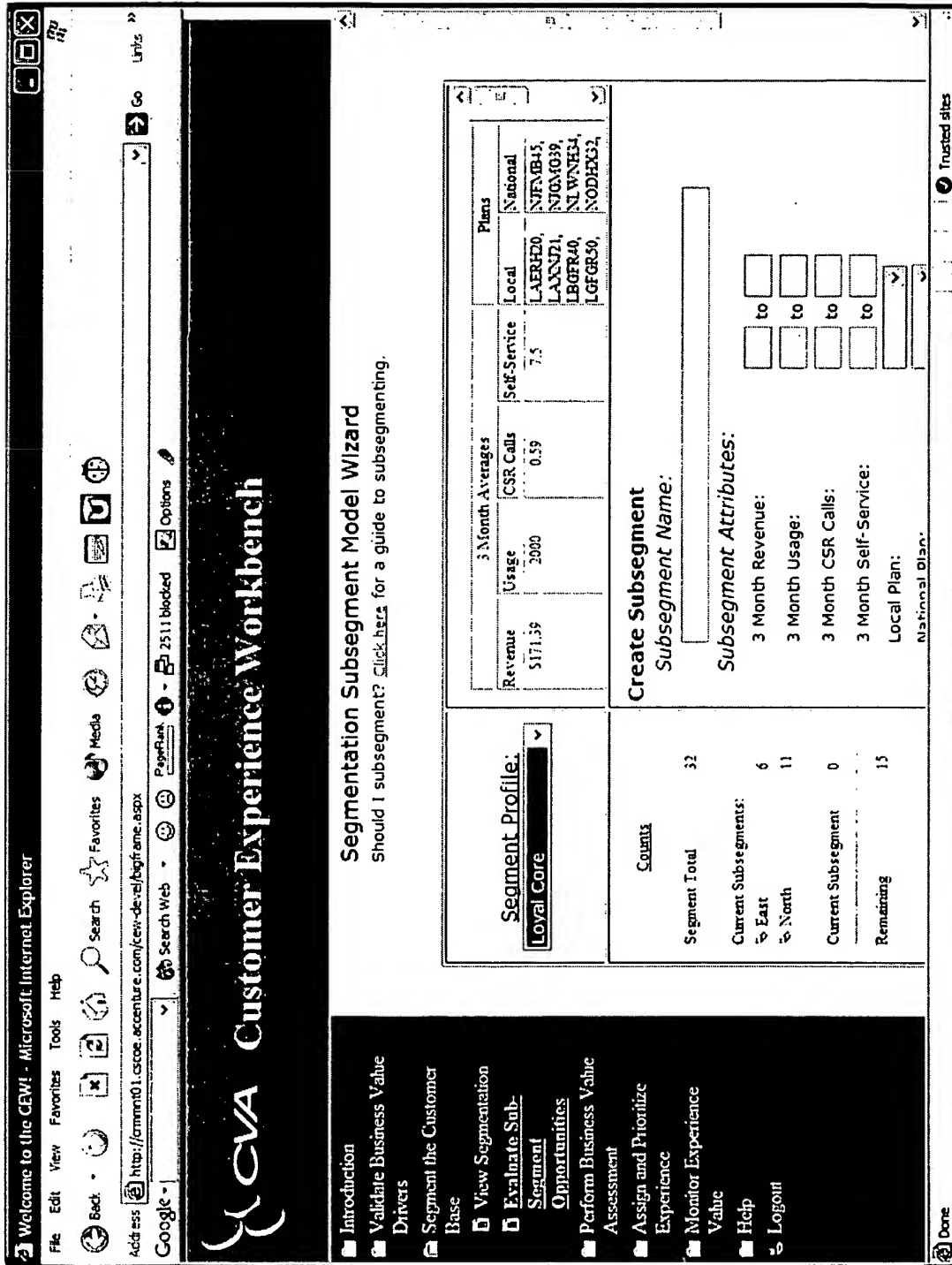


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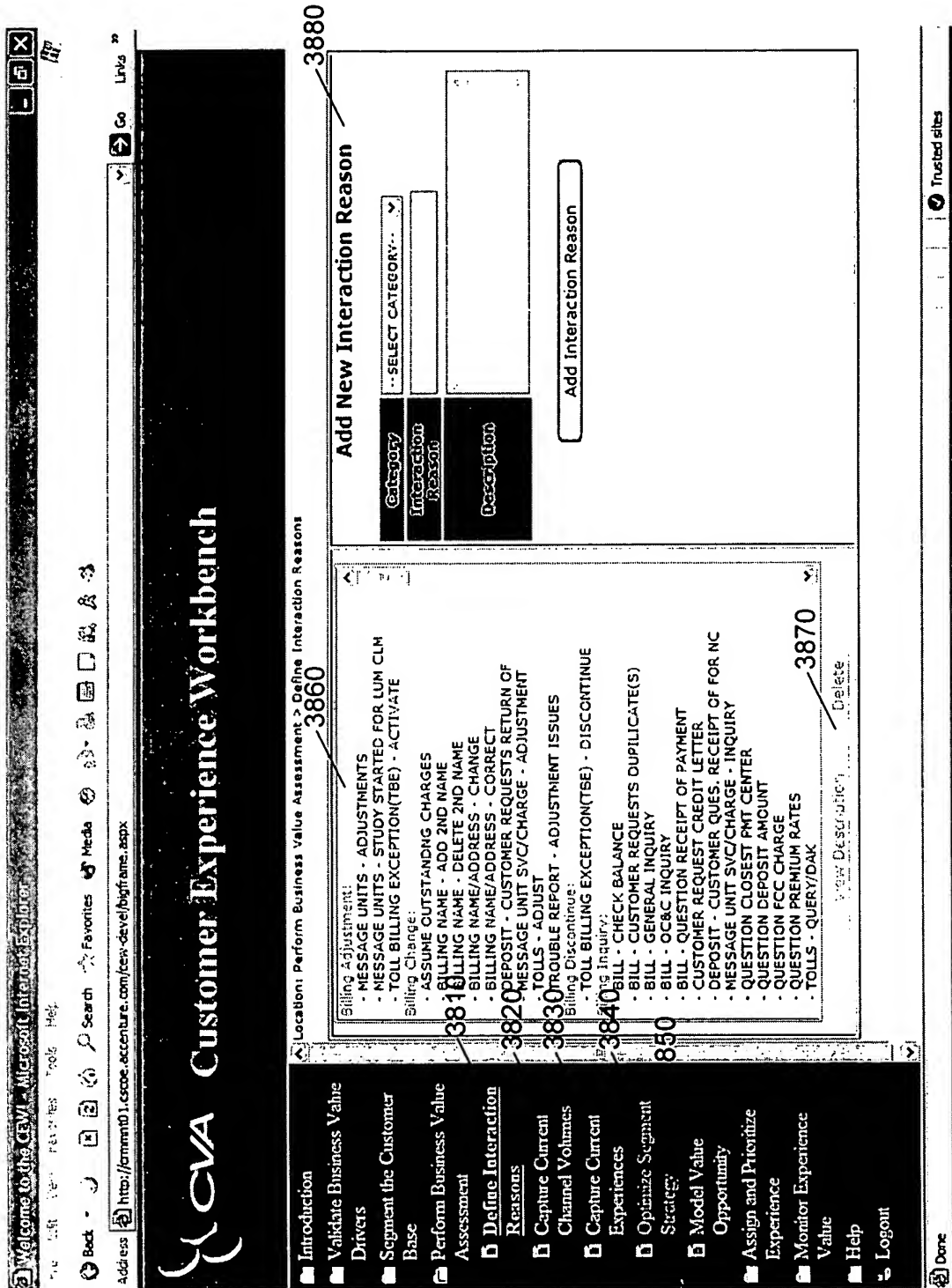


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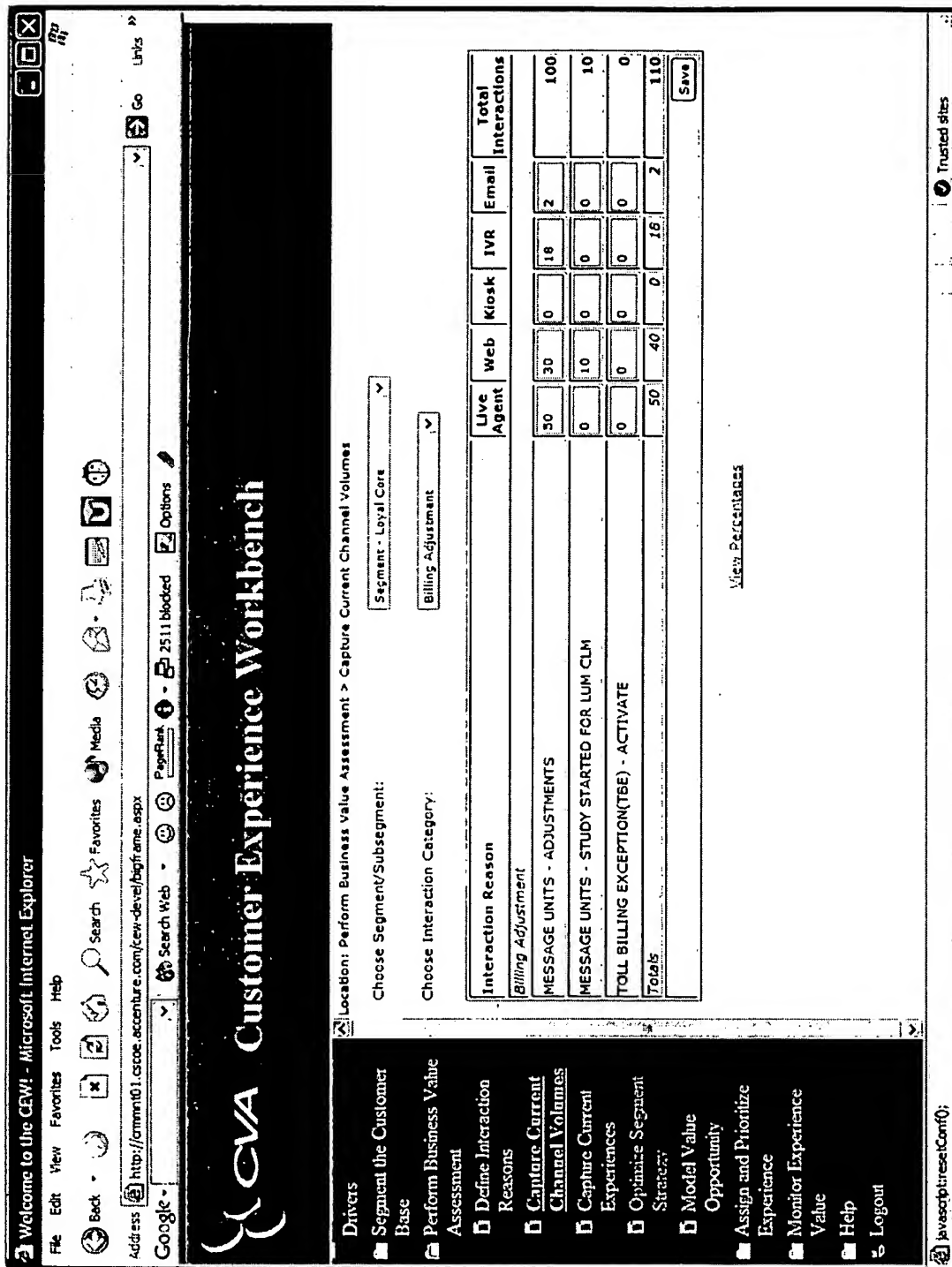


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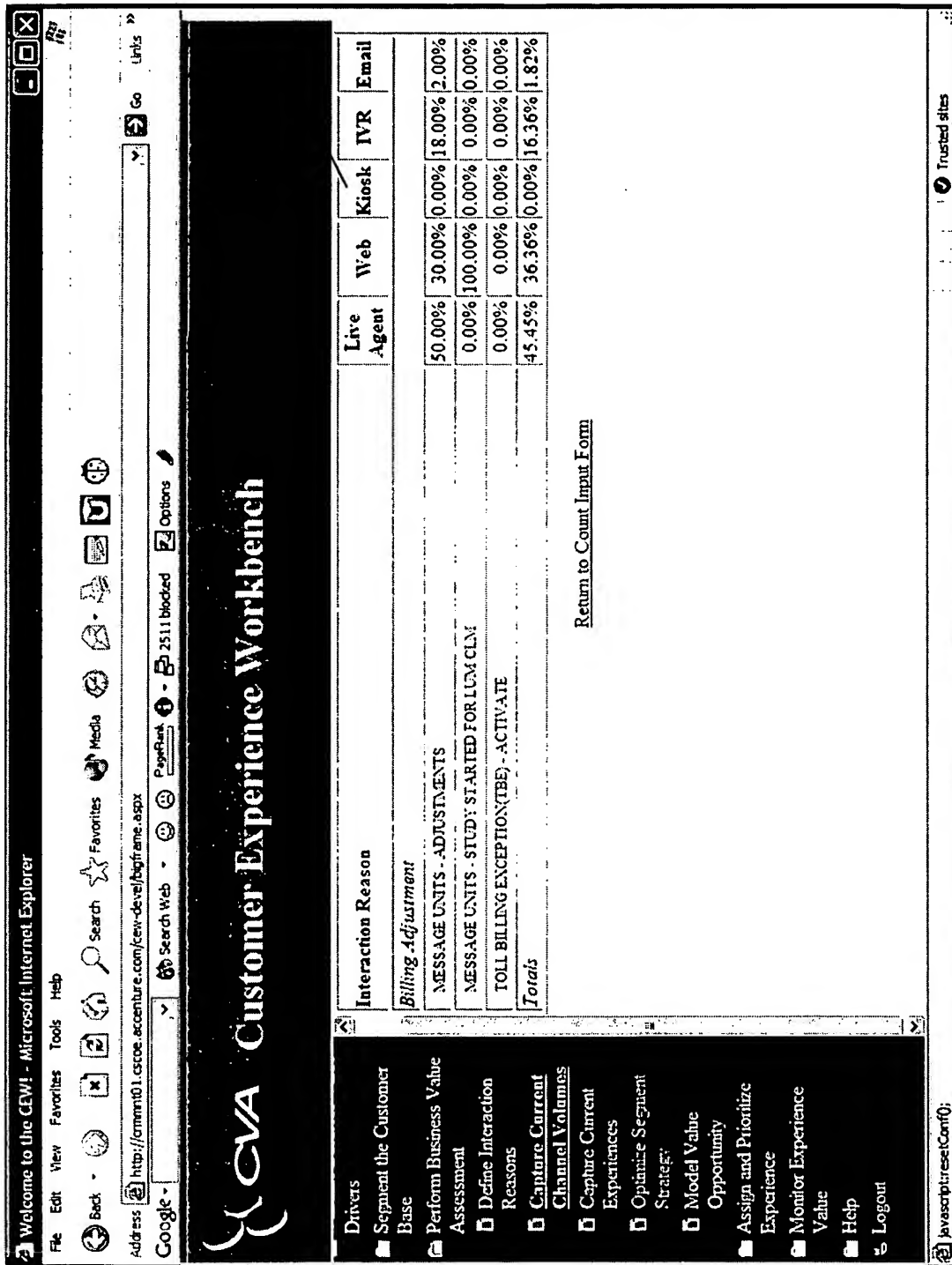


Figure 3-10

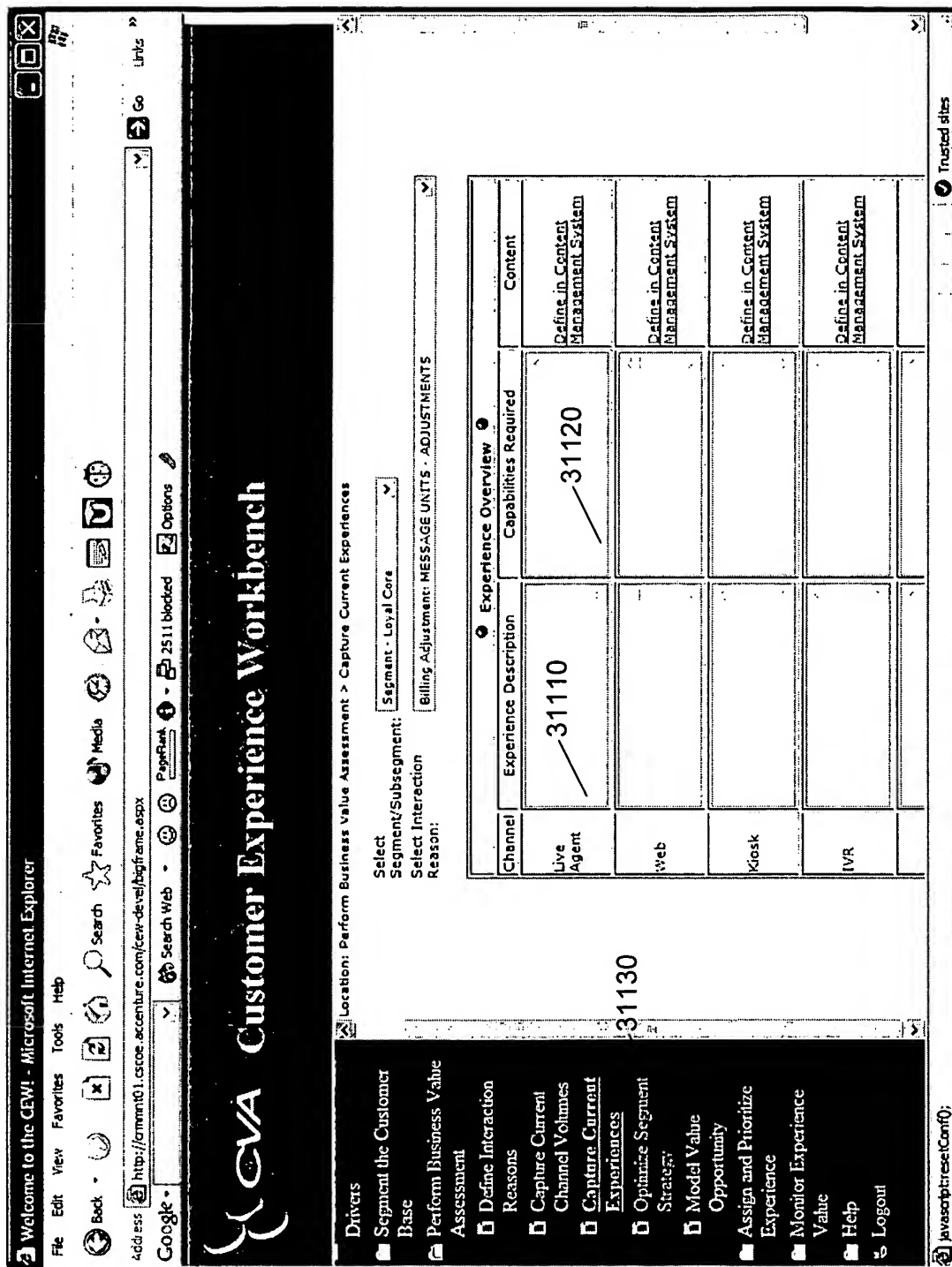


Figure 3-11

Welcome to the CEW! - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites Media

Address: http://cmn101.cscoc.accenture.com/cew-dev/efigframe.aspx

Google Search Web 2511 blocked Options

CVA Customer Experience Workbench

Location: Perform Business Value Assessment > Model Value Opportunity

EVC Portal:

Session Name: Big Bang
 Created: 10/7/2003 3:34:01 PM
 Last Update: 12/3/2003 4:00:48 PM

| Input Metrics | Description |
|------------------------------|-------------|
| Cost: Operations | |
| Cost: Technology | |
| Cost: Management & Workforce | |
| Revenue | |

31210

| Value Levers | Description |
|--------------|-------------|
| Cost | |
| Revenue | |

31220

| EVC Reports | Description |
|--------------------------------------|-------------|
| Benefits Summary Results | |
| A. Summary Benefits Results - Tables | |
| B. Summary Benefits Results - Charts | |
| Revenue Increase Summary Results | |

31230

Done

Drivers

- Segment the Customer Base
- Perform Business Value Assessment
- Define Interaction Reasons
- Capture Current Channel Volumes
- Capture Current Experiences
- Optimize Segment Strategy
- Model Value Opportunity
- Assign and Prioritize Experience
- Monitor Experience Value
- Help
- Logout

Figure 3-12

Welcome to the CEWI - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://omni101.cscoc.accenture.com/cew-dev/bigrframe.aspx>

Google Search Search Web PageRank 2511 blocked Options

CWA Customer Experience Workbench

Location: Perform Business Value Assessment > Model Value Opportunity

EVC Input Metrics:

Session Name: Big Bang

| Input Metrics - Cost | Value | Benchmarks |
|--|-------|------------|
| Management & Workforce | | |
| Average Fully Loaded Wage of FT Agent per Hour | 20.71 | 31310 |
| Average Fully Loaded Salary of FT Management | 55000 | |
| Agents to Supervisors Ratio | 10 | |
| Supervisors to Management Ratio | 2 | |
| Time Spent in Initial Training, weeks | 3 | |
| Time to Proficiency, Weeks | 8 | |
| Percent Trainees who Complete Initial Training | 94 | |
| Cost of Initial Training | 7000 | |

Save Cancel

Drivers

- ☒ Segment the Customer Base
- ☒ Perform Business Value Assessment
- ☐ Define Interaction Reasons
- ☐ Capture Current Channel Volumes
- ☐ Capture Current Experiences
- ☐ Optimize Segment Strategy
- ☐ Model Value Opportunity
- ☐ Assign and Prioritize Experience
- ☐ Monitor Experience Value
- ☐ Help
- ☐ Logout

Done Trusted sites

Figure 3-13

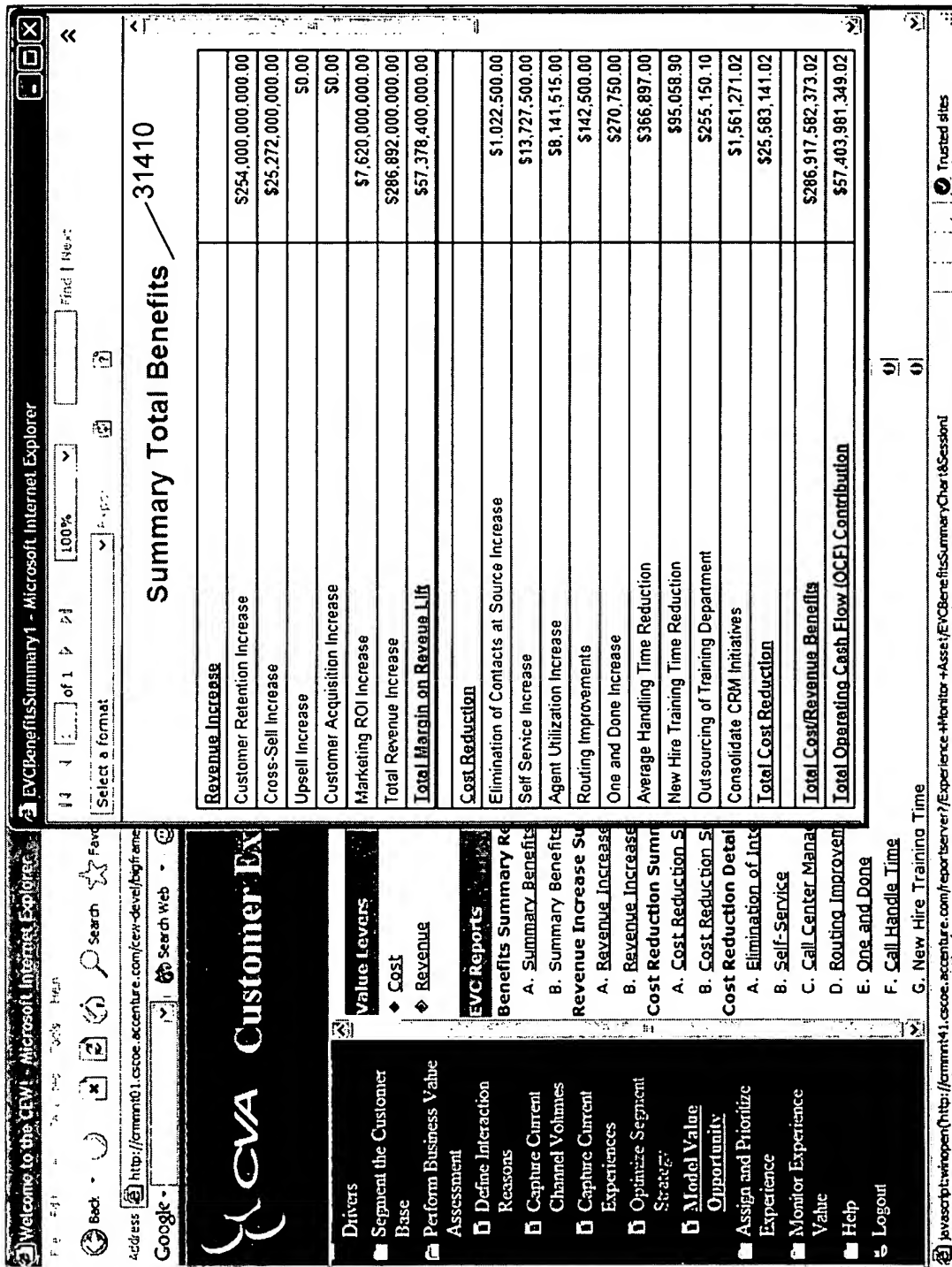


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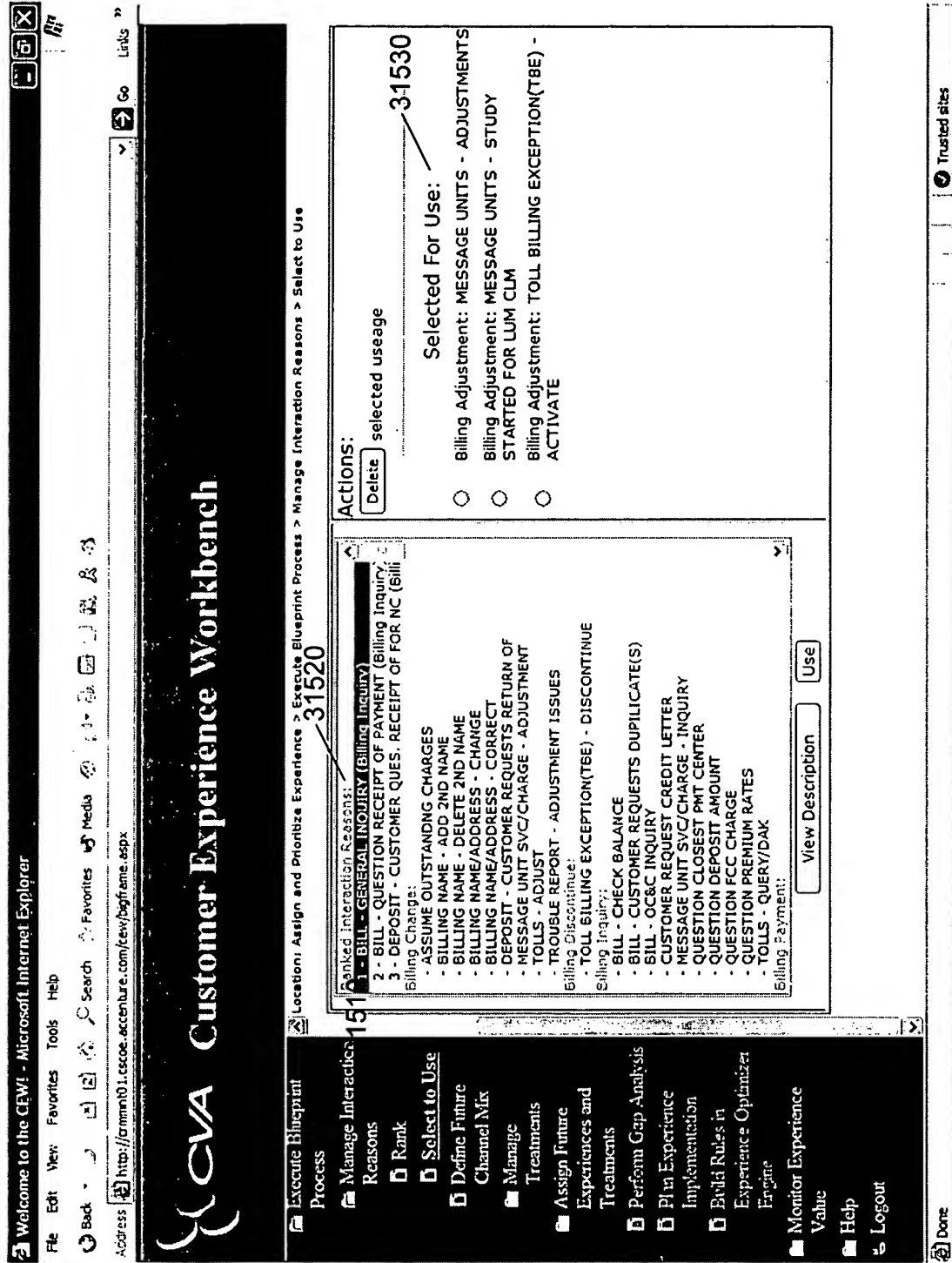


Figure 3-15



Figure 3-18

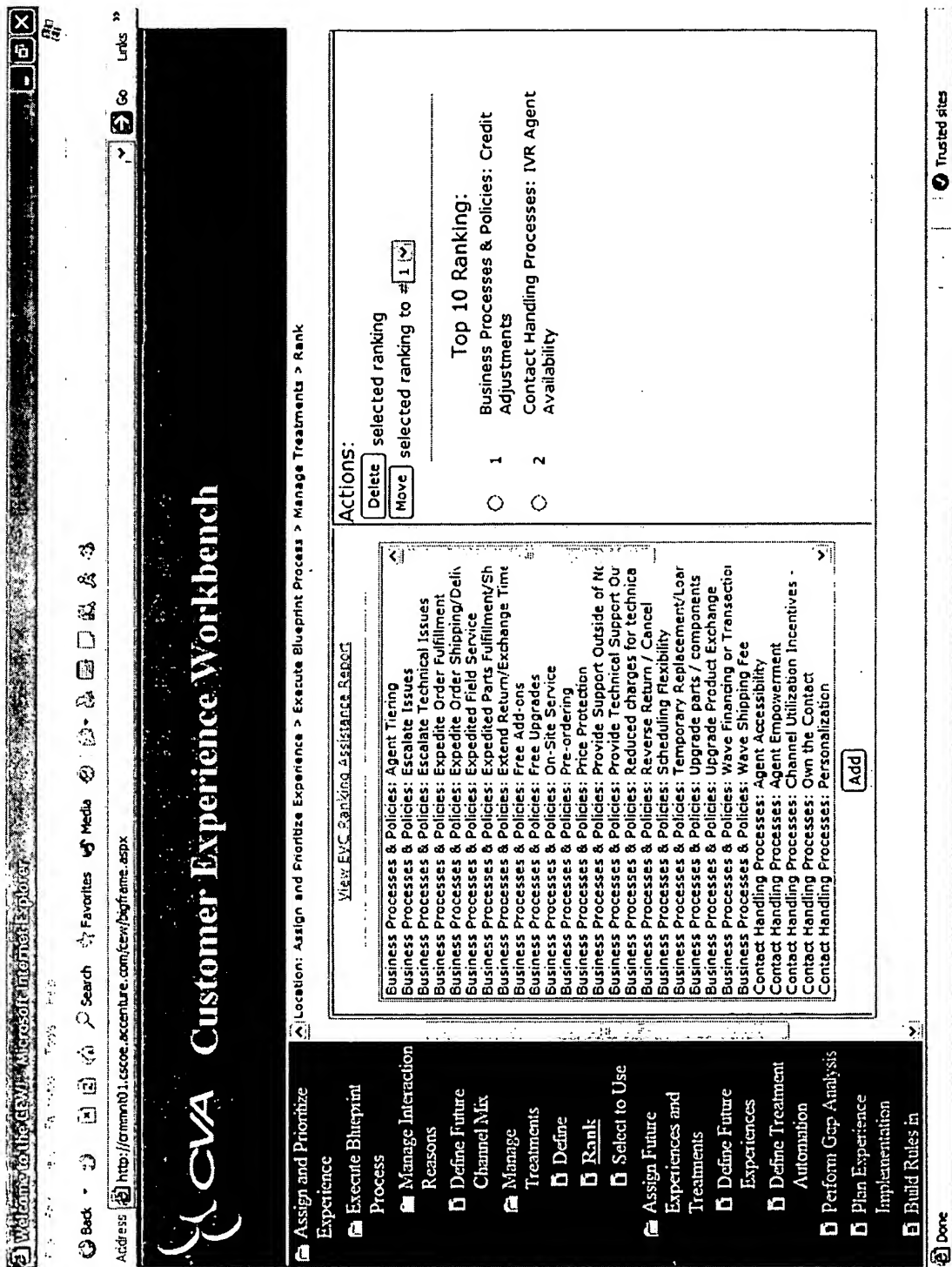


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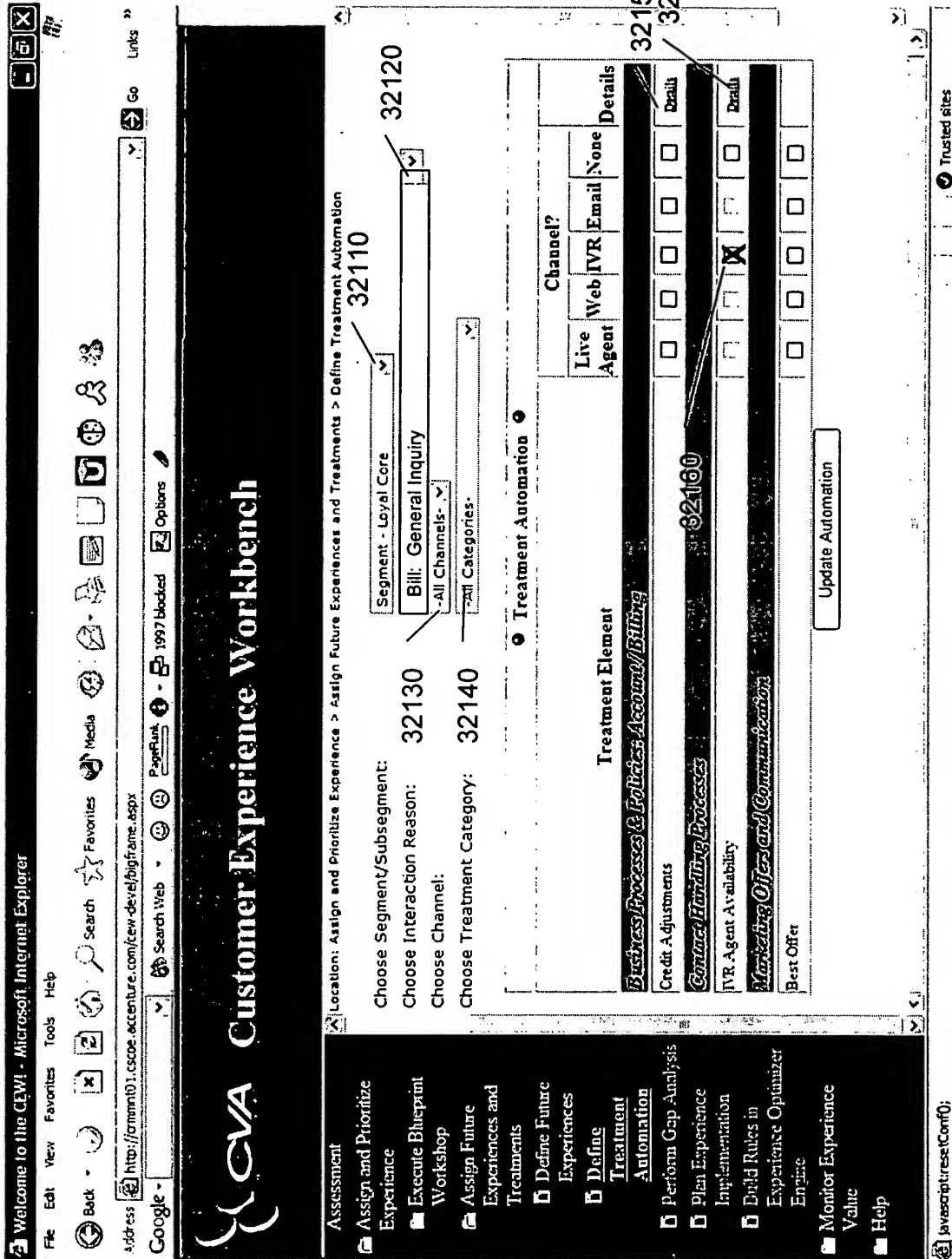


Figure 3-21

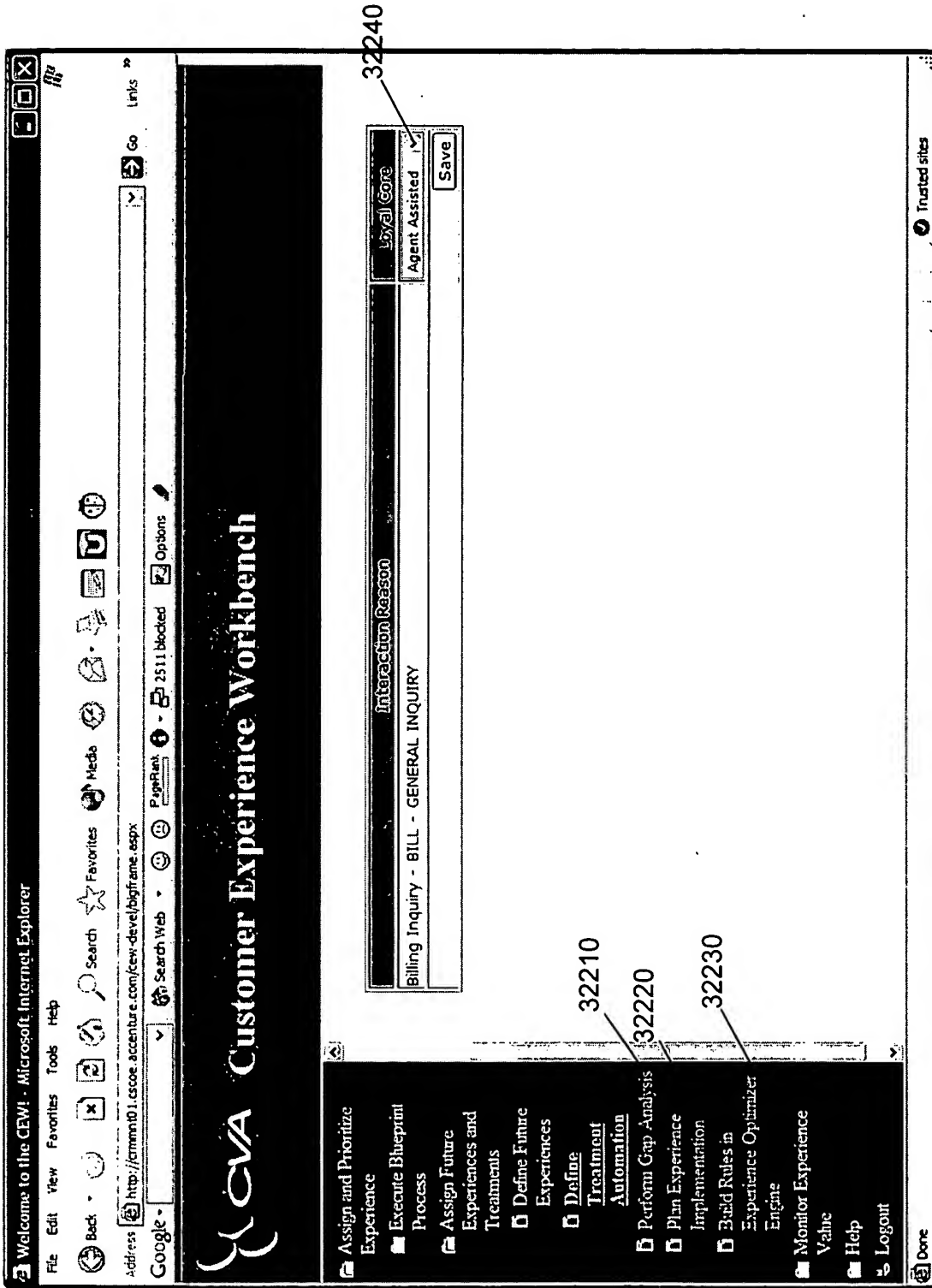


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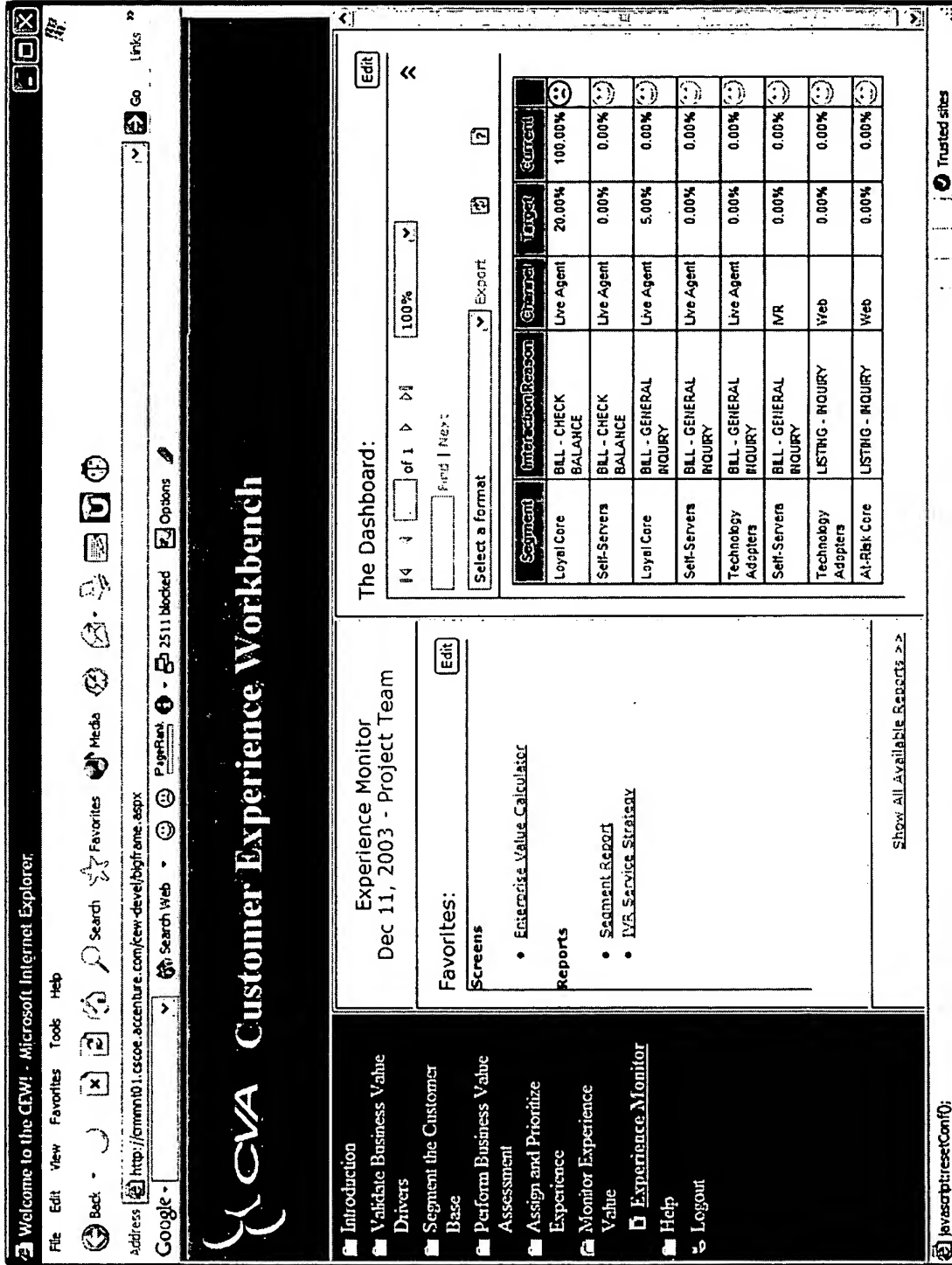


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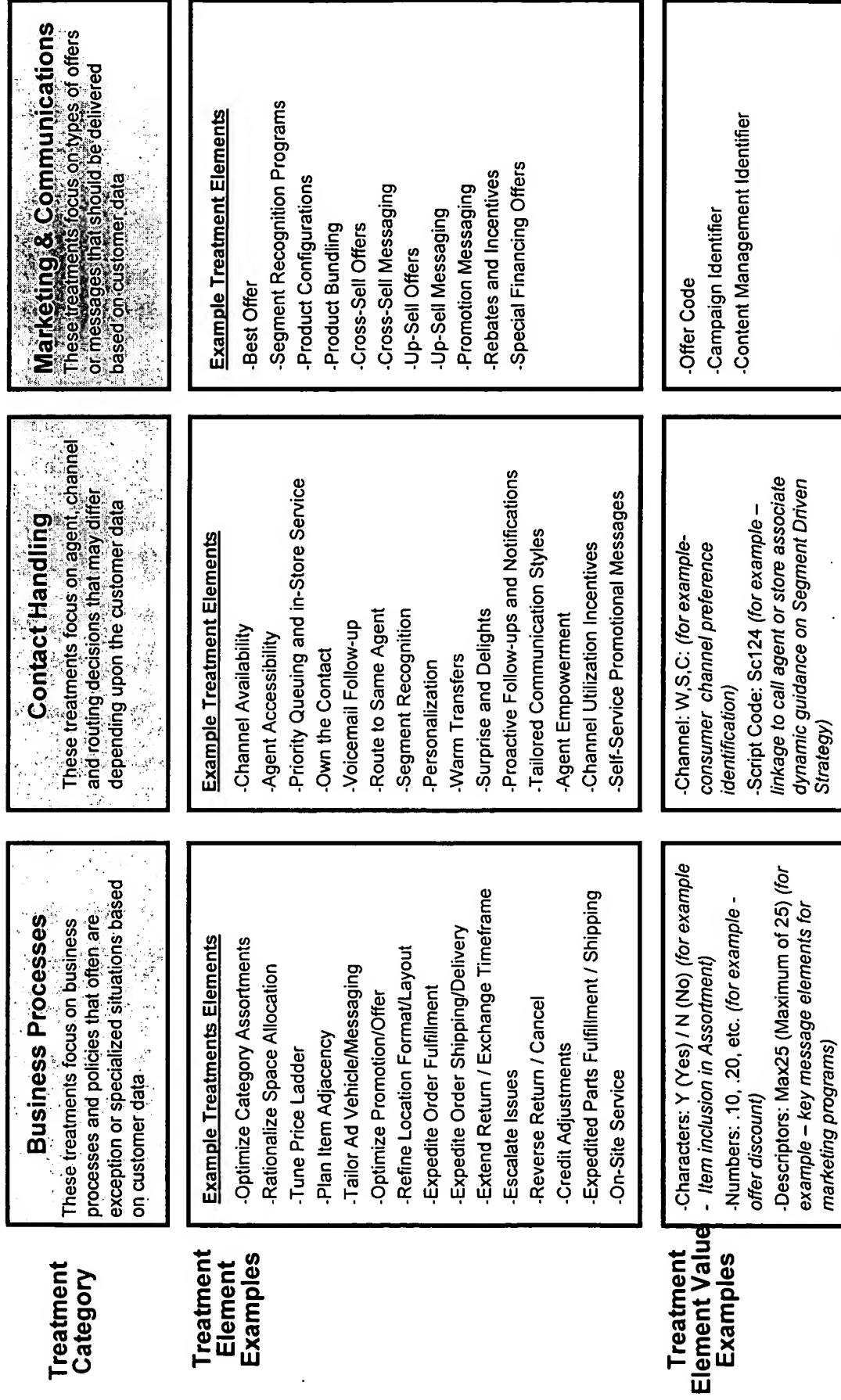


Figure 4 Example Treatment Taxonomy

Example Treatment Rule: "If a customer in the Loyal Core segment has an attrition score higher than 90, then deliver Gratitude Message and offer Platinum Service Plan at no charge"

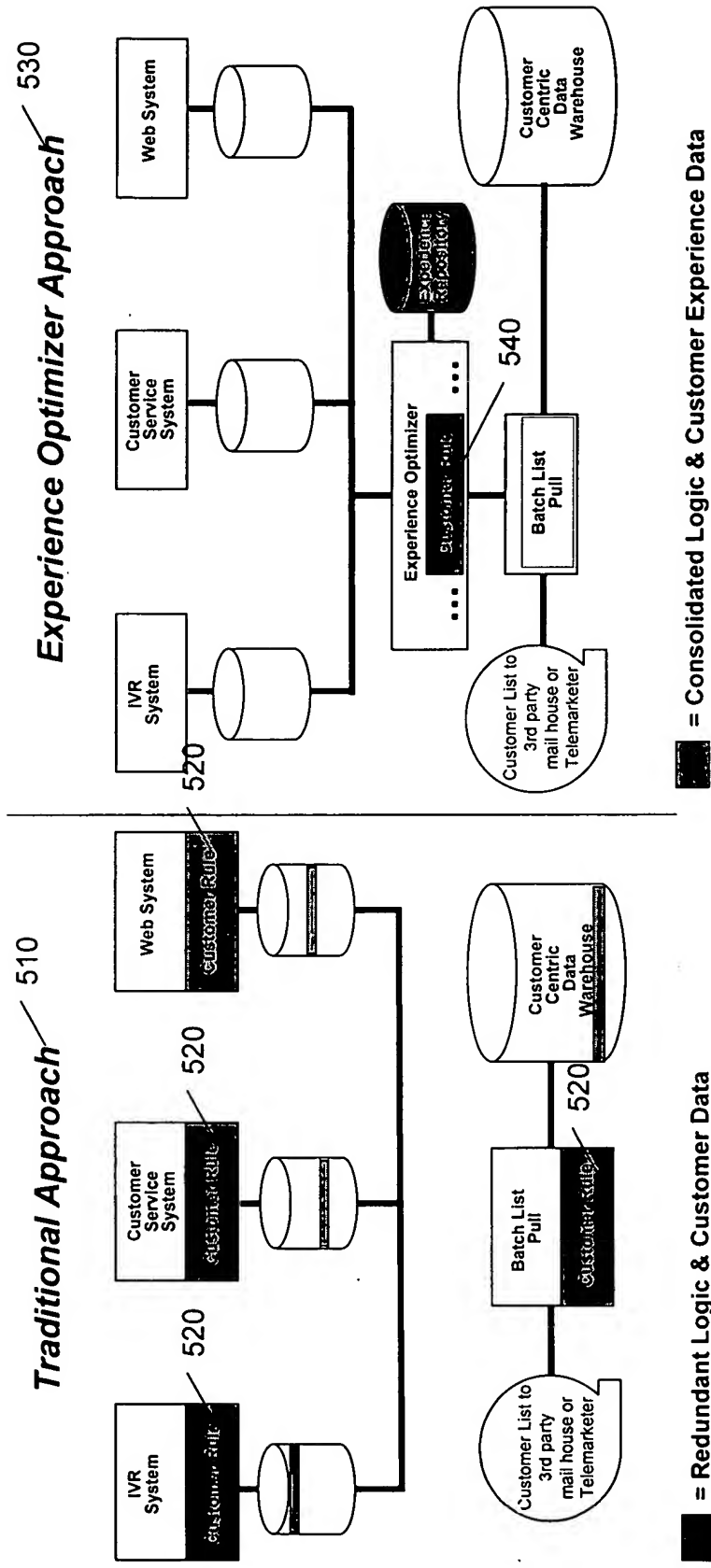


Figure 5 EO Consolidated Architecture Approach

1. Overriding Rules — 610

Rules governed by various federal laws, company policies or by credit/ risk related attributes of customers. These rules are basically applied to the whole population and global in nature. Each customer has to conform to these rules before other rules kicked off and processing starts.

Examples

1. All pander files (Do not call, No telemarketing, No communication from company etc. internal or external)
2. Credit Rating (bad credit history)
3. Bankruptcy (customer has filed for bankruptcy cover)
4. Fraud/ Delinquent Customers

2. Trigger Rules — 620

Rules triggered based on a change/ event in lifecycle of the customer. These events are not behavioral events and generally occur over a period of time. These events provide a good opportunities to convert into a product and service sale.

Examples

1. Change in address
2. Marriage
3. Customer Opening his/ her own business
4. Home Loan

3. Event Based Rules — 630

Rules kicked off after a service provider related event take place. These events are behavioral events and generally occur periodically during the relationship between a customer and an organization.

Examples:

1. Customer is looking for some additional products
2. Customer looks for add-on components with the existing services/ product he is enjoying
3. Customer just purchased a new service/product
4. Customer shows some kind of unhappiness with the current product/ service

4. Interaction Rules (CEW Rules) — 640

Rules executed through the absence of previous processing categories. These may be behavioral cues and can be observed during the customer's relationship with the organization. These cues are usually mature in nature and can be determined through analytics, intelligence, or predetermined company rules

Examples:

1. Behavioral change in usage pattern
2. Natural upward product/ service migration
3. People of same profile migrating to new or add-on
4. CEW stated treatment data

Figure 6 Rules Processing and Categorization

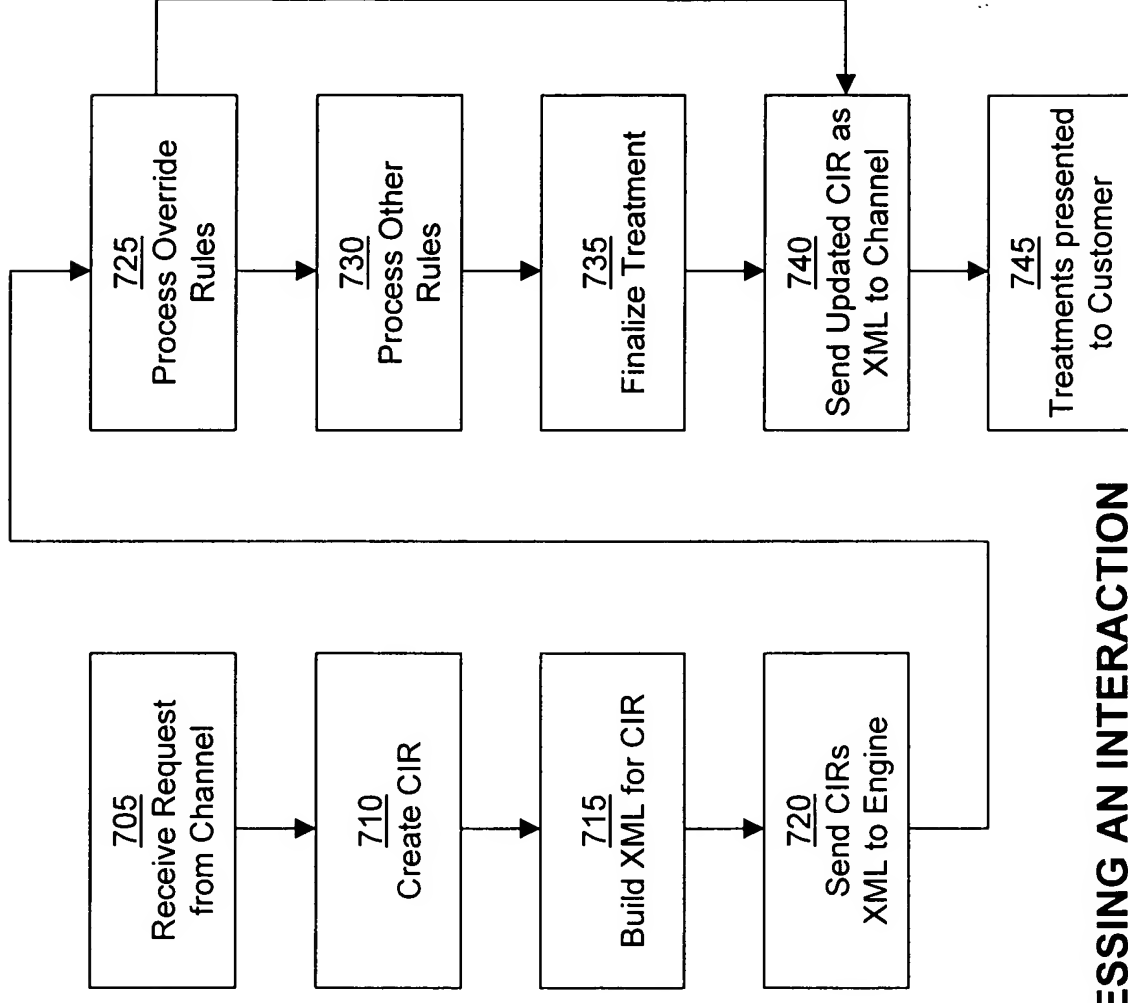


Figure 7 PROCESSING AN INTERACTION

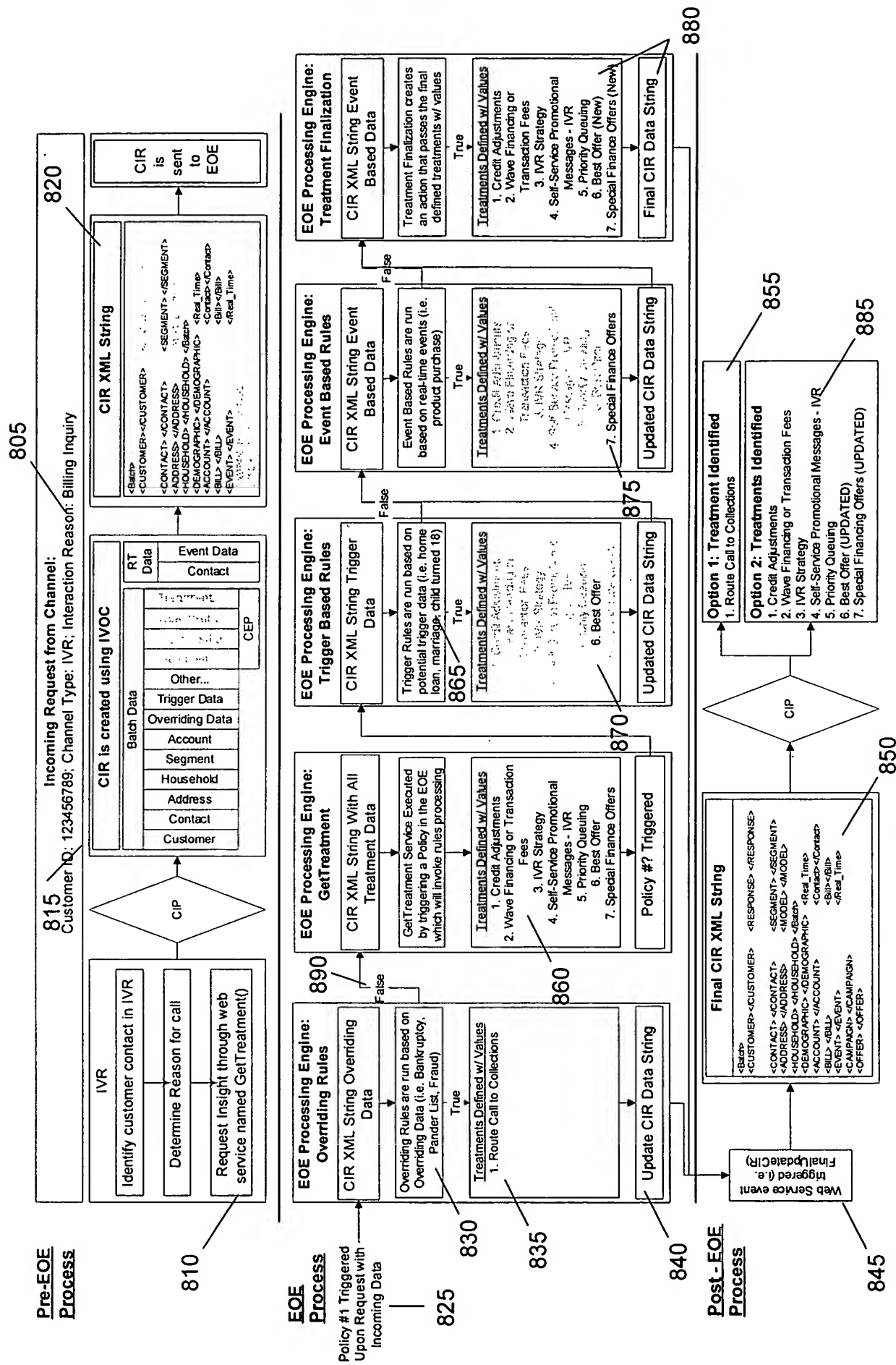


Figure 8 Engine Execution Process

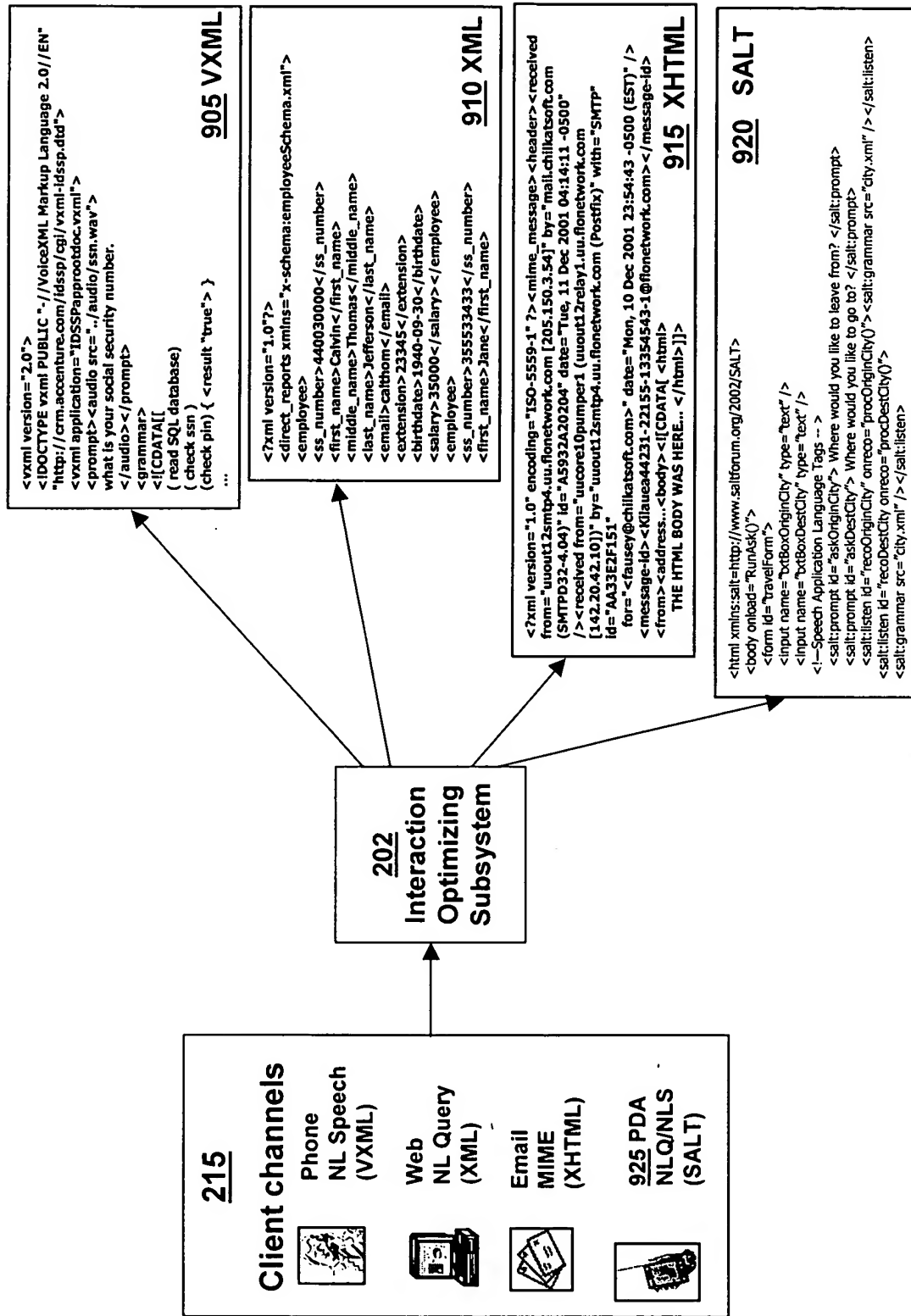


Figure 9 Example Channel-Specific Code Generation

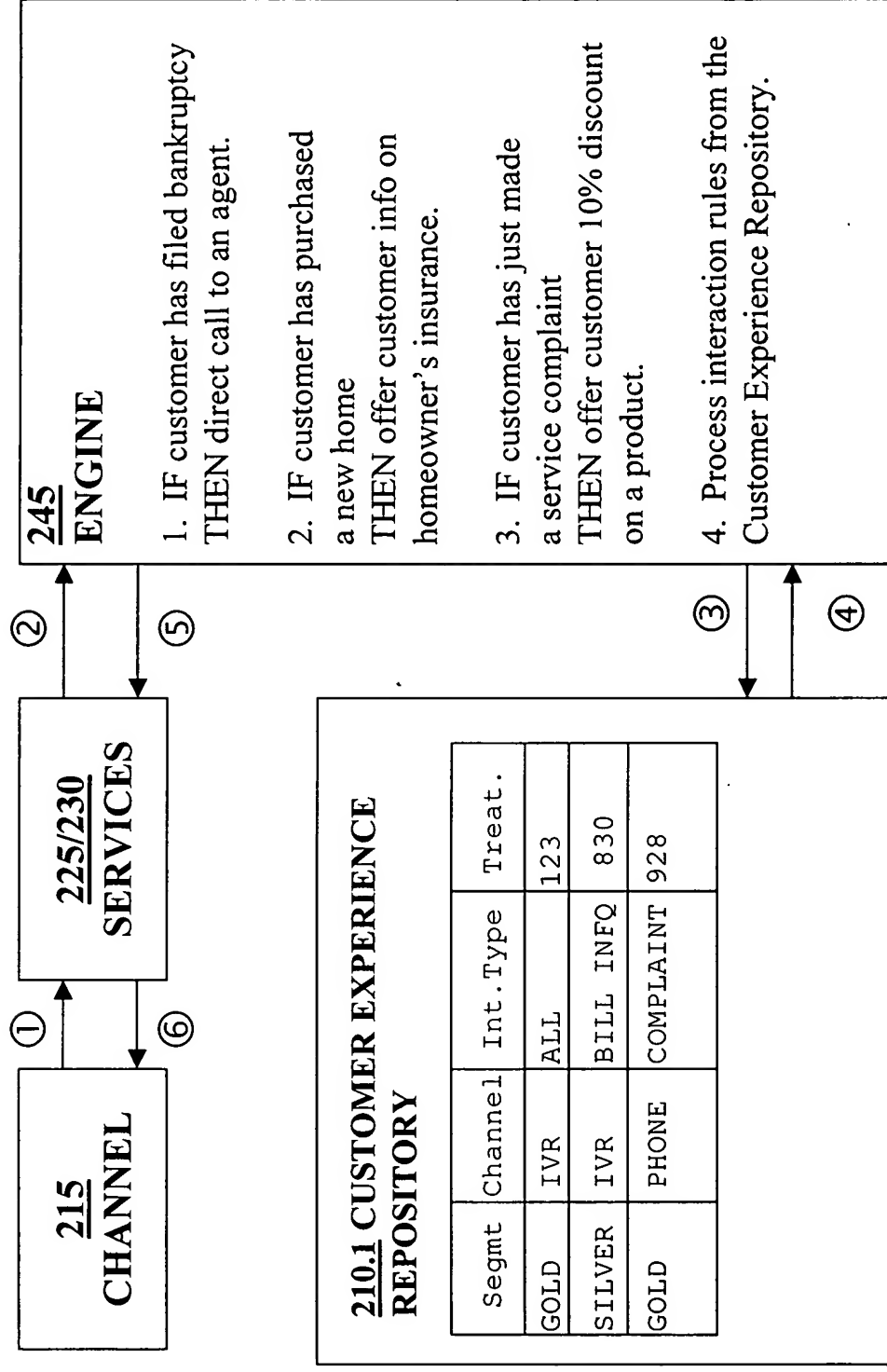


Figure 10